FRANK ADVISORY

CASE STUDY

Transformation for the Hire industry

Client Overview

Industry: Hire & Equipment

Our client is a hire and equipment business with an annual turnover of approximately $20–30 million. Despite its scale, the business was operationally inefficient, with limited financial visibility and heavily overstaffed administrative functions.

Frank Advisory was engaged to bring structure, clarity and discipline to operations, budgeting and strategic decision-making.

The Challenge

The business lacked clear processes, accurate financial planning and confidence in its cost base. Administrative functions were over-resourced, with 7–8 staff in accounts alone, well above what would typically be expected for a business of this size.

Leadership had little to no visibility over budgets or forward financial performance, and rising property costs were creating additional pressure, with no clear strategy in place to address long-term real estate needs.

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Our Approach

Frank Advisory took a hands-on role across operational design, financial management and strategic advisory.

Key initiatives included:

- Process mapping and redesign: All core business processes were mapped in detail using digital tools, and revised procedures were implemented to improve efficiency. The focus was either on reducing headcount or on releasing capacity to handle more work without additional hires.
- Technology selection and transition: Frank Advisory guided technology platform selection, conducted provider due diligence, and managed system transitions to ensure data integrity and minimal disruption.
- Budget creation and financial capability uplift: A comprehensive budget was built from the ground up, with hands-on training delivered to internal staff on a weekly cadence to ensure ongoing ownership and capability.
- Strategic and network support: We leveraged Frank Advisory's network to connect the business with commercial real estate agents and valuers, exploring options to purchase land or relocate to manage rising rent costs. Acquisition opportunities were also assessed, with unsuitable targets filtered out through diligence.

The Outcome

The business now has clear, documented processes, improved operational efficiency and a practical, working budget that supports better decision-making. Management has greater visibility over costs, capacity and future planning, along with clear pathways to address property strategy and growth opportunities.

THINKING ABOUT YOUR NEXT PHASE OF GROWTH?

Speak with Frank Advisory to explore how we can help.

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